LISTING OF THE CLAIMS

Claims 1-99 (Cancelled)

100. (Previously presented) A method for profiling iTV users, comprising:

gathering user-requested content information from iTV interactions;

correlating content-associated profile information from a rating service with the user-requested content information;

developing a profile of a user based only on the iTV interactions;

providing program recommendations to the user based on the profile of the user via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profile of the user, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the user turns on a television; and

erasing all of the gathered user-requested content information from iTV interactions once the profile of the user is developed, such that the user may not be matched to the gathered user-requested content information.

101. (Previously presented) The method of claim 100, wherein the content-associated profile information contains demographic information.

102. (Previously presented) The method of claim 100, wherein the content-associated profile information contains psychographic information.

103. (Previously presented) The method of claim 100, wherein the user-requested content information is a program.

104. (Previously presented) The method of claim 103, further comprising receiving a database associating a plurality of programs with content-associated profile information of viewers of the programs.

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105. (Previously presented) The method of claim 104, wherein said database is developed by a television program ratings service.

106. (Previously presented) The method of claim 104, wherein gathering user-requested content information comprises identifying program requests made by the user while watching television.

107. (Previously presented) The method of claim 106, wherein developing a profile of the user comprises combining the profiles of the programs viewed by the user to the developed profile of the user using an averaging algorithm.

108. (Previously presented) The method of claim 100, further comprising receiving a plurality of advertisements along with desired viewer profiles.

109. (Previously presented) The method of claim 108, further comprising presenting at least one of the advertisements based on the user's profile.

110. (Previously presented) The method of claim 100, further comprising delivering program recommendations to the user based on the user's profile.

111. (Previously presented) The method of claim 100, wherein the user-requested content information is a program and a URL.

112. (Previously presented) The method of claim 111 further comprising receiving a database associating a plurality of programs with content-associated profile information of viewers of the programs and associating a plurality of URLs with content-associated profile information of visitors to a URL address.

113. (Previously presented) The method of claim 112 herein information in the database is developed by a television program ratings service and a web site ratings service.

114. (Previously presented) The method of claim 113 herein gathering user-requested content information comprises identifying program requests made by the user while watching television and identifying URLs requested by the user.

115. (Previously presented) The method of claim 114, wherein developing the profile of the user comprises combining the profiles of the programs viewed by the user and profiles of the URLs accessed by the user to the developed profile of the user using an averaging algorithm.

116. (Previously presented) A set-top box including a memory for storing a program and a processor operative with the program to perform a method for profiling iTV users, the method comprising:

gathering user-requested content information from iTV interactions;

correlating content-associated profile information from a rating service with the user-requested content information;

developing a profile of a user based only on the iTV interactions;

providing program recommendations to the user based on the profile of the user via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profile of the user, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the user turns on a television; and

erasing all of the gathered user-requested content information from iTV interactions once the profile of the user is developed, such that the user may not be matched to the gathered user-requested content information.

117. (Previously presented) A computer readable medium comprising instructions for performing a method of profiling iTV users, the method comprising:

gathering user-requested content information from iTV interactions; correlating content-associated profile information from a rating service with the user-requested content information;

developing a profile of a user based only on the iTV interactions;

providing program recommendations to the user based on the profile of the user via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profile of the user, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the user turns on a television; and

erasing all of the gathered user-requested content information from iTV interactions once the profile of the user is developed, such that the user may not be matched to the gathered user-requested content information.

Claims 118 – 120 (Cancelled)

121. (Previously presented) A method of profiling iTV users, comprising:

providing profiles on a plurality of iTV programs;

monitoring which of said plurality of iTV programs a user accesses;

developing a profile of the user based only on the profiles of the iTV programs accessed by the user;

providing program recommendations to the user based on the profile of the user via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profile of the user, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the user turns on a television; and

erasing all information gathered from monitoring which of said plurality of iTV programs the user accesses once the profile of the user is developed, such that the

user may not be matched to the information gathered from monitoring which of said plurality of iTV programs the user accesses.

122. (Previously presented) The method of claim 121, wherein the profile of the user contains demographic data.

123. (Previously presented) The method of claim 122, wherein said demographic data includes data on the user's age.

124. (Previously presented) The method of claim 122, wherein said demographic data includes data on the user's gender.

125. (Previously presented) The method of claim 122, wherein said demographic data includes data on the user's income.

126. (Previously presented) The method of claim 122, wherein said demographic data includes data on the user's highest attained education level.

127. (Previously presented) The method of claim 121, wherein the profile of the user contains psychographic data.

128. (Previously presented) The method of claim 127, wherein said psychographic data includes data on the user's interests.

129. (Previously presented) The method of claim 121, wherein providing profiles on the plurality of iTV programs comprises providing a database associating each program with demographic characteristics of known persons who have accessed a common set of iTV programs.

130. (Previously presented) The method of claim 122, wherein said demographic data is provided by a television program ratings service.

131. (Previously presented) The method of claim 121, wherein monitoring which of said plurality of programs the user views comprises identifying program requests made by the user while watching television.

132. (Previously presented) The method of claim 131, wherein said program requests are identified at the set-top box of an interactive television.

133. (Previously presented) The method of claim 131, wherein said program requests are identified at an iTV service provider point-of-presence.

134. (Previously presented) The method of claim 133, wherein said program requests are associated with the user and stored in a database.

135. (Previously presented) The method of claim 121, wherein developing the profile of the user comprises updating a developed user profile.

136. (Previously presented) The method of claim 135, wherein developing the profile of the user comprises combining the profiles of programs viewed by the user to the existing user profile using an averaging algorithm.

137. (Previously presented) The method of claim 136, wherein the profile of the user includes data on a plurality of demographic categories, each demographic category being associated with a rating, and the method further comprises filling in a value for the rating for any demographic category having a low confidence measure.

138. (Previously presented) The method of claim 137, wherein filling in the value comprises using an average rating of persons having profiles similar to that of said user for a demographic category having a low confidence measure.

139. (Previously presented) The method of claim 138, wherein said average rating is determined using a clustering algorithm.

140. (Cancelled).

141. (Previously presented) The method of claim 121, further comprising matching selective advertising to said user based on the profile.

142. (Previously presented) The method of claim 141, wherein delivering selective advertising comprises transmitting a pop-up advertisement to a display of a television operated by the user.

143. (Previously presented) The method of claim 141, wherein delivering selective advertising comprises transmitting a video advertisement in a programming stream to the display of the television operated by the user.

144. (Cancelled).

145. (Previously presented) The method of claim 121, wherein the program recommendations are based on viewing habits of users with profiles similar to the profile of the user.

146. (Cancelled)

147. (Cancelled)

148. (Cancelled)

149. (Previously presented) A set-top box including a memory for storing a program and a processor operative with the program to perform a method of profiling iTV users, the method comprising:

monitoring which of a plurality of programs a user views;

developing a profile of the user based only on predetermined profiles of the programs viewed by the user;

providing program recommendations to the user based on the profile of the user via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profile of the user, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the user turns on a television; and

erasing all information gathered from monitoring which of said plurality of programs the user accesses once the profile of the user is developed, such that the user may not be matched to the information gathered from monitoring which of said plurality of programs the user accesses.

150. (Previously presented) The set-top box of claim 149, further comprising a database associating each television program with demographic characteristics of persons viewing said programs.

151. (Previously presented) The set-top box of claim 149, further comprising a database in which program requests of the user and associated user information are stored.

152. (Cancelled).

153. (Previously presented) The set-top box of claim 149, wherein said processor further transmits selective advertising to the user based on the profile of the user.

154. (Previously presented) The set-top box of claim 153, wherein said selective advertising comprises a pop-up advertisement to be displayed on an iTV of the user.

155. (Previously presented) The set-top box of claim 149, wherein an advertisement on the iTV is sent to an iTV for display, said advertisement being selected from a plurality of advertisements based on the profile of the user.

156. (Previously presented) A computer having a memory for storing a program and a processor operative with the program to perform a method of profiling iTV users, the method comprising:

monitoring which of a plurality of programs a user views;

developing a profile of the user based only on predetermined profiles of the viewed television programs;

providing program recommendations to the user based on the profile of the user via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profile of the user, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the user turns on a television; and

erasing all information gathered from monitoring which of said plurality of programs the user accesses once the profile of the user is developed, such that the user may not be matched to the information gathered from monitoring which of said plurality of programs the user accesses.

157. (Previously presented) The computer of claim 156, wherein said computer comprises an ISP point of presence server.

Claims 158-162 (Cancelled)

163. (Previously presented) A computer readable medium storing instructions thereon to perform a method of profiling iTV users, the method comprising:

monitoring which of a plurality of iTV programs having predetermined profiles a user accesses;

developing a profile of the user based only on the profiles of the accessed iTV programs;

providing program recommendations to the user based on the profile of the user via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profile of the user, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the user turns on a television; and

erasing all information gathered from monitoring which of said plurality of iTV programs having predetermined profiles the user accesses once the profile of the user is developed, such that the user may not be matched to the information gathered from monitoring which of said plurality of iTV programs the user accesses.

164. (Previously presented) The computer readable medium of claim 163, wherein the medium comprises a removable memory.

165. (Cancelled)

166. (Previously presented) A computerized method of profiling and selectively delivering content, comprising:

providing profiles of a plurality of iTV programs, said profiles including demographic data of iTV users known to have viewed the iTV programs;

monitoring which of said iTV programs each user visits;

inferring a profile of each user based only on the profiles of the visited iTV programs;

erasing all information gathered from monitoring which of said iTV programs each user visits once the profile of the user is developed, such that the user may not be matched to the information gathered from monitoring which of said plurality of iTV programs the user accesses;

identifying a target group of said users who would be receptive to receiving certain content based on the profiles of the target group;

selectively delivering the content to users of the target group; and

providing program recommendations to the users based on the profiles of each of the users via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profiles of each of the users, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the users turn on a television.

167. (Previously presented) The computerized method of claim 166, further comprising adjusting the target group to optimize user responsiveness to the content.

168. (Currently Amended) A program module for a set-top box, comprising:

a sniffer for gathering user-requested content information from iTV interactions of a user;

a profiler for correlating content-associated profile information from a rating service with the user-requested content information and for developing a profile of the user based only on the iTV interactions, wherein all the information gathered from the sniffer is erased once the profile of the user is developed, such that the user may not be matched to the information gathered from the sniffer; and

a matcher for recommending content to the user based on the profile of the user via an interactive programming guide having a top portion and a bottom portion, the top portion providing programming recommendations based on the profile of the user, the bottom portion providing a standard programming guide in numeric order based on a channel number, wherein said interactive programming guide automatically appears when the user turns on a television; and.